

QUEENSTOWN TRAILS

for the future 2015-2025

**A strategic plan for the
Queenstown Trails Trust**



**QUEENSTOWN
TRAILS TRUST**



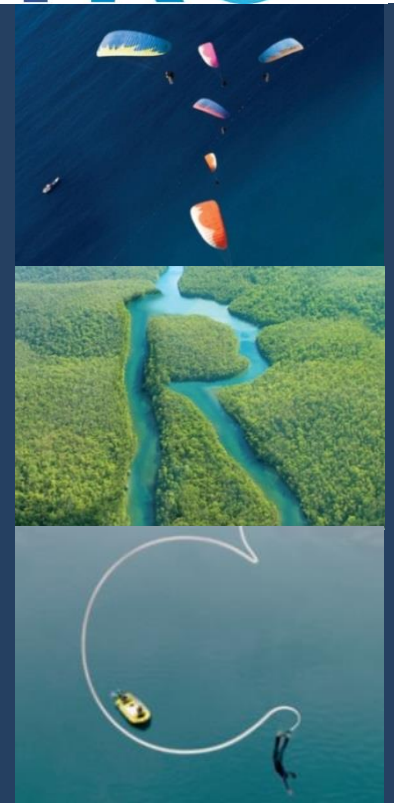
Acknowledgements

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1 Introduction

1.1 BACKGROUND

This is a 10 year strategy for the expansion and ongoing maintenance of the Queenstown trails network – a world-class series of tracks and trails for walking, hiking and biking in and around the Wakatipu Basin.

The Queenstown Trails Trust (QTT) prepared the strategy in collaboration with the Department of Conservation, Queenstown Lakes District Council, tourism industry, walking and cycling groups, New Zealand Transport Agency and other stakeholders.

The strategy aims to:

- ▶ Expand and enhance the existing trail network
- ▶ Protect future opportunities for access
- ▶ Increase use of the trails by residents and visitors
- ▶ Build the network’s national and international reputation
- ▶ Develop sustainable funding strategies for ongoing trail maintenance and improvement to safeguard the future of the trails.

A major focus for the next decade will be on trails for commuting and connecting communities within the Wakatipu Basin. Given increasing traffic congestion and a potential doubling of the local population within the next 20 years, there is really no choice but to invest in alternative forms of transport. There are also proven health benefits from riding or walking to work, school, to shops and for leisure.

1.2 PROGRESS TO DATE

An impressive list of milestones has been achieved since 2004 when the first trails strategy for the Wakatipu Basin was prepared. There are now over 190kms of quality trails for walking, hiking and biking including the 120kms of the Queenstown Trail.

Most of the objectives in the 2004 strategy have been achieved:

- ▶ The Queenstown Trails Trust (formerly the Wakatipu Trails Trust) is now on a much more secure financial footing with investments, a proven track record of getting things done, ownership of the Motatapu event and charity status with the Queenstown Marathon and influential Trustees
- ▶ New trail businesses have emerged including shuttles, bike hire, bike retail, guided tours, cafes and events
- ▶ Existing businesses that provide food, coffee, accommodation and complementary activities such as wine tasting and bungy jumping on or near the trails have seen an increase in new cycle customers
- ▶ Maps, signs, and online content about the trail network have expanded to service demand
- ▶ Recreational and mountain bikers from New Zealand, Australia, Canada, the US, UK and Europe are now visiting Queenstown specifically for its trails.

Since 2004, new opportunities have arisen that were not foreseen in the earlier strategy. The most notable recent achievement is Soho Properties and Mahu Whenua – a 53,000ha covenant over much of Motatapu, Mount Soho, Glencoe and Coronet Peak stations incorporating approximately 23 back country trails. The stations cover a large part of the country between Lake Wanaka and Arrowtown, bordered by the Shotover River and the Cardrona Valley. Large parts of the stations and the trails are now protected in perpetuity by a QEII national covenant.

Participation in off road cycling and mountain biking has also increased dramatically. The Queenstown population and tourism numbers have both nearly doubled.

There is also some unfinished business from the 2004 strategy with potential connector trails for getting to work, school, to shops or for simply moving within and between communities.

These factors combine to provide plenty of exciting challenges for the Queenstown Trails Trust and its partners to work with over the coming decade.



The Queenstown Trails Trust has done a brilliant job on its previous 10 year strategy. The Partnerships it has built with the QLDC and other key stakeholders has enabled it to be successful in building the world-class Queenstown Trail. The trail is proving to be a splendid asset for our community and visitors to the district. We look forward to working together with the Trust for the future vision.

Vanessa van Uden, Mayor, Queenstown Lakes District Council

1.3 GLOSSARY OF RIDING

Commuter cycling refers to use of a bicycle as a mode of daily commuting transport mostly in an urban environment. It is undertaken mainly by local residents.

Recreational cycling involves 'sport', 'fitness' or 'leisure' cycling. This form of cycling has the highest participation. Recreational cycling is generally informal in nature although some cycling clubs and associations run regular social rides for members.

Cycle touring involves touring and exploration by travellers to our region or sightseeing by bicycle for leisure. This is mostly undertaken on existing roads and paths including the Queenstown Trail. Guided cycle tour products are also offered by commercial operators. A range of bicycles (road, hybrid, electric bikes or mountain bikes) is used depending on the trail section and distance to be ridden.

Mountain biking involves riding a purpose-built bicycle to explore unsealed off-road trails and pathways. These bicycles have wider cushioned tyres, suspension and a more upright riding position than dedicated road bicycles. Mountain biking can be classified into several sub-categories:

- ▶ **Mountain Bike Touring** - This is the 'softer' end of the mountain bike spectrum and overlaps with novice or beginner cross country riding. There is also some cross over with broader cycle touring markets. These riders often seek relatively flat trails off road, often old rail trails, fire trails or gravel multi-use paths. They may use 'hybrid' bikes which have no suspension or cross country/all-mountain bikes. This type of riding is often the first exposure to off road riding or 'mountain biking' for many people.
- ▶ **Cross Country** – This is a broad term describing a wide range of riding from novice or beginner riding on relatively flat trails with limited technical features, through to more advanced riding by experienced riders on technical trails with considerable changes in elevation.
- ▶ **All Mountain / Trail** - All mountain and trail riding are more recent terms that reflect the evolution of cross country bikes towards dual suspension and longer travel suspension which can handle a range of trail conditions, including more technical and gravity oriented sections of trails. These bikes allow riders to explore a greater range of trails and travel longer distances in relative comfort.

- ▶ **Downhill /Gravity** - Downhill and gravity riding describes riding downhill (with the aid of gravity), with speed, jumps, berms, drops and other technical features as common elements. Riders often use full faced helmets and body armour (particularly in competition). This type of riding typically involves lift access or car shuttles to access trails or 'runs' from a high point at the top of a hill and utilises heavy bikes not designed to be ridden uphill. The broader term *gravity riding* is also used to describe more recent racing disciplines of *four cross* and *dual slalom* where riders ride head to head on the one track (four riders in four cross) or two parallel tracks (dual slalom). Dirt jumps are common elements in the tracks used in these disciplines.
- ▶ **Dirt Jumping** – Dirt jumping usually occurs in small purpose-built areas with a series of dirt jumps in various lines or runs from a starting hill or mound. The bikes used are specifically designed for jumping and are closely aligned to BMX or 'street' bikes. A more recent evolution has been the *pump track* which is based on a small oval or circular track with a series of small jumps and berms where riders generate initial speed to carry them through the course without pedaling.
- ▶ **BMX** – BMX riding involves competitive sprint racing on a purpose built, single loop track containing jumps, banked corners and a starting hill. BMX bicycles are small and purpose built for racing. BMX appeals to youth and BMX tracks, similar to skate parks, are often sites where riders will congregate, socialise and practice their BMX skills.
- ▶ **Enduro** - a form of Mountain bike racing in which there is a greater proportion of downhill sections, which are timed, to uphill and cross country sections. This aims to test rider's technical bike handling skills as well as providing endurance and climbing.



2 Demand Drivers – What's the State of Play

2.1 TOURISM

Nationally tourism is on a roll with just on 3 million visitor arrivals in New Zealand for the year ended June 2015 with strong growth from China, US, UK and Germany. Australia remains the country's biggest market. Domestic tourism is up in virtually all regions after what has been described by the industry as one of the best summers ever. Auckland, Christchurch and Queenstown are the major gateways and visitor hubs that continue to drive growth into New Zealand.

Queenstown continues to be the lead nature and adventure tourism destination in New Zealand. For the year ended April 2015, there were just over 3 million guest nights split roughly 60% international and 40% domestic. This translates into about 2 million visitors per year staying in commercial accommodation, private holiday homes or with friends and relatives.¹

Visitors in the peak of summer or winter outnumber locals by three to one. Growth in international visitor arrivals is expected to average 6% - 8% per annum to 2020 and domestic arrivals at 2% to 4% per annum to 2020.

As a destination Queenstown is renowned for outstanding nature and adventure activities blended with quality food and wine, shopping, accommodation, golf and events. Over 150 activities are on offer at any one time. With relevance to this strategy, hiking/walking and biking started out as niche activities over 10 years ago but have now become part of the mainstream in Queenstown's offering to visitors.

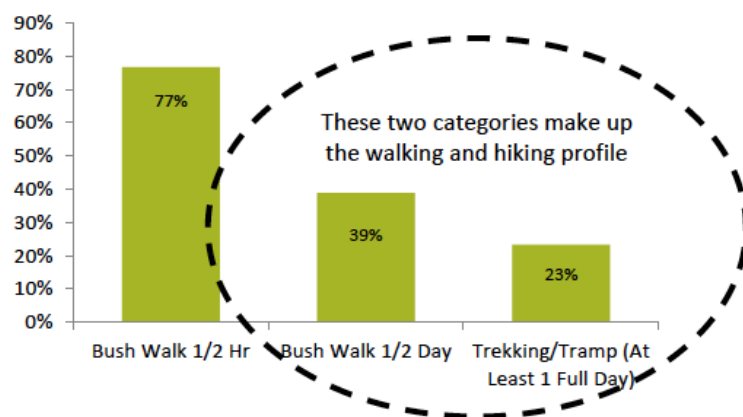
¹ Commercial Accommodation Monitor, April 2015 Statistics NZ

The following section explores these activities at a national level and then examines how these trends translate on the ground in the Queenstown Lakes District.

2.2 WALKING/HIKING

Tourism New Zealand (TNZ) regards walking and hiking as a Special Interest sector along with cycling, golf, fly-fishing and skiing. The agency is committed to growing levels of participation in these activities through its international marketing channels. The walking/hiking profile in Figure 1 shows that about one in four holiday visitors participate in a walking or hiking activity during their visit to New Zealand. In terms of volume, the total number of international visitors undertaking walking or hiking between 2009 and 2013 has ranged from about 220,000 to 265,000 visitors per annum.²

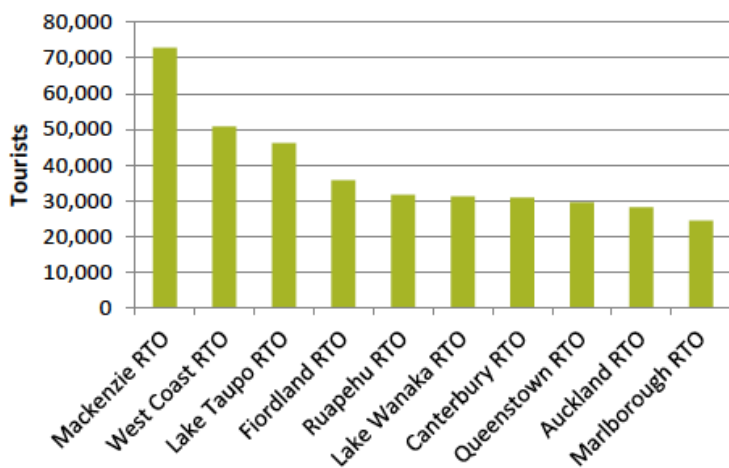
Figure 1. Participation in walking and hiking 2009 - 2013



² Tourism New Zealand, Tourism Profile for walking and hiking, February 2014

International visitors who walk and hike tend to spend more (on average \$3,600 per visit to New Zealand) compared to the \$2,800 average spend of all holiday visitors. The regions that are most popular with international walkers/hikers are the Mackenzie (72,800), West Coast (50,800), Lake Taupo (46,100), Fiordland (35,700), Ruapehu (31,500) and Wanaka (31,100). These and other regions most visited for walking and hiking are shown in Figure 2.

Figure 2. Locations for walking and hiking by international Visitors



The Mackenzie region rates most highly because of the high proportion of international visitors walking in the lower Hooker and Tasman Valleys for views of Aoraki Mount Cook and the Tasman Glacier. The West Coast also rates highly, attributable to the short walks at Punakaiki, Cape Foulwind and at the Glaciers. Fiordland region is next most visited because of the Milford, Routeburn (including the short walk up to Key Summit) and Kepler Great Walks.

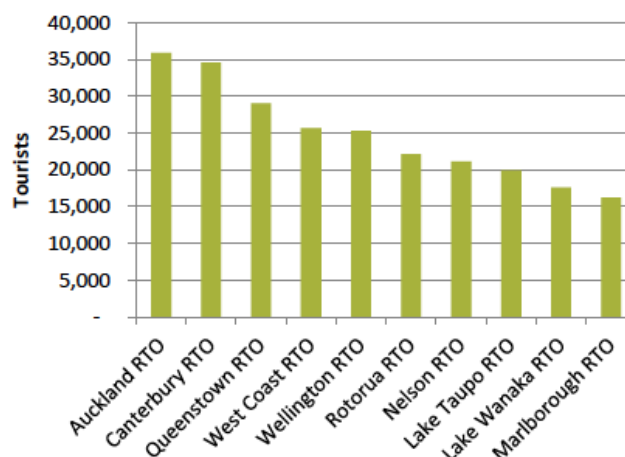
2.2.1 Cycle tourism

Cycling has shown more growth in participation by domestic and international visitors than any other outdoor activity in recent years. Between 2008 and 2012, 318,000 international tourists participated in cycling sports. Approximately half participated in on-road cycling, about 46% in mountain biking and 4% in both. TNZ estimate that around 4% of international holiday visitors do some sort of cycling sports while visiting New Zealand and on average, cycling tourists spend more on their visit (\$3800) compared with the international holiday average (\$2,500). The markets that provided the most cycling tourists in 2013 include Australia (21,000), UK (13,000), USA (6,600) and Germany (4,500).³

³ TNZ cycle tourism market profile, 2013

Regions with the most cycling tourists are Auckland (36,000), Canterbury (36,000), Queenstown (29,000), West Coast (26,000) and Wellington Queenstown, Rotorua, Lake Taupo and Nelson are the leading mountain biking destinations in New Zealand. Each has at least 130km of trail suitable for a wide range of abilities as well as the necessary support services – accommodation, shuttles, bike shops, bike hire and repair, gondola lift access (Rotorua and Queenstown), cafes and restaurants and an active biking community.

Figure 3. Locations for cycling by international visitors to New Zealand



Nationally, Nga Haerenga the New Zealand Cycle Trail has stimulated demand for easy off-road cycling through development of 23 Great Rides. Annual use of these trails ranges from approximately 2,500 riders at the low-end to over 100,000 on the Queenstown Trail. Once complete, the Around the Mountains Cycle Trail, due to fully open in 2016 / 2017, will provide the second officially recognised and supported Great Ride within easy reach of Queenstown.

The Queenstown Trail that now links to the Gibbston River Trail has been a boon to us at the Gibbston Tavern. We have experienced a big lift in our biking visitor numbers who all drop in for food and refreshments. They say they love the trail and they thank us for providing them with their well-earned recharge. Thank you to the Queenstown Trails Trust and the NZ Government for this initiative and we are positive the new found rewards of using the trails are certainly of benefit for all.

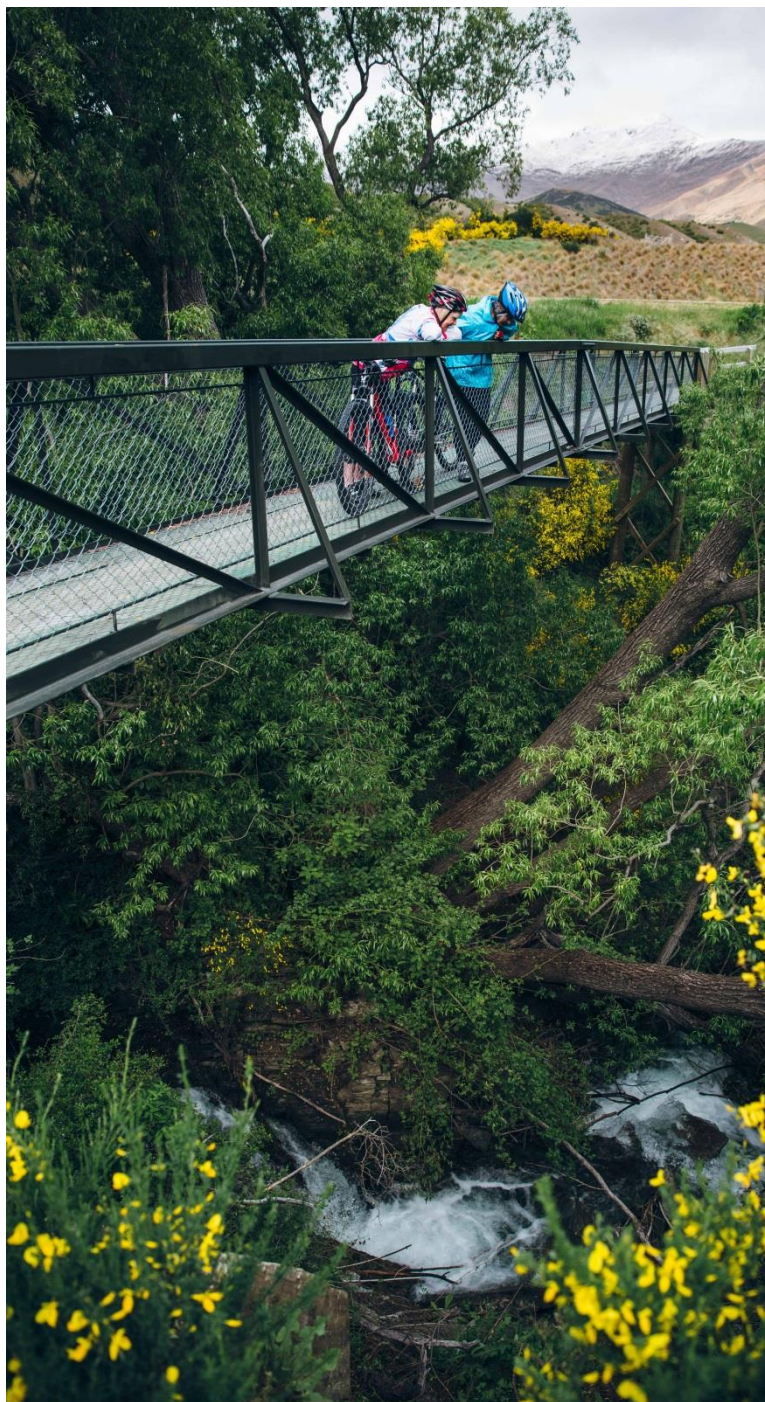
Nicky Field – Publican, Gibbston Tavern

2.2.2 Outdoor Recreation

The most popular recreation activities for resident New Zealanders include walking, swimming, cycling, equipment-based exercise, fishing, jogging/running, and yoga. Walking is universally the most popular activity for men and women (47% of men and 72% of women participating), cycling is in the top 4 activities and tramping/hiking is participated in by about 9% (25,000). Other regions popular with cycling tourists of the adult population (322,000 people), ranked 8 include Rotorua (22,000), Nelson (21,500), Lake Taupo (20,000) and Lake Wanaka (18,000 - Figure 3).⁴

Looking ahead the next 10 to 20 years, the following trends will have an influence on participation in walking/hiking and cycling:

- ▶ Two-thirds of the New Zealand population live in the North Island – from this it is reasonable to expect increasing demand for walking, tramping, biking and other outdoor opportunities in the North Island, close to the main centres of population. A proportion will choose to travel to Queenstown for cycling as part of a holiday
- ▶ Visitors aged between 35 and 49 years participate the most in tramping and biking compared to other age groups. With an ageing population there is likely to be more use of easy to moderate trails easily accessible to main population centres and popular tourism destinations
- ▶ Use of easy to moderate walking and tramping tracks by international visitors can be expected to increase commensurate with the rising tide of inbound tourism to New Zealand. However, these visitors will be drawn mostly towards the tracks and trails that are dominant in the market place now (such as the Routeburn, Milford and Kepler Tracks, Tongariro Alpine Crossing and Abel Tasman Coastal Track). Some will see the opportunities that Queenstown offers.



⁴ Sport New Zealand, 2014 *Sport and Active Recreation in the Lives of New Zealanders*

2.2.3 Urban Growth

Urban growth in the Queenstown Lakes District has and will continue to generate demand for an integrated network of commuter and recreation trails. The usual resident population of Queenstown Lakes District is forecast to grow from approximately 30,700 in 2015 to an average population of 57,000 by 2025.⁵ Tourism is the main driver of this growth. On an average day, there are just over 17,100 visitors in the District. This pushes the current average daily population up to 57,800.

Queenstown's urban growth is planned to occur mainly in the Frankton Flats area between Queenstown Airport, Remarkables Park and Lake Hayes. Growth in the local population and in visitor arrivals will continue to provide business, employment, social, leisure and other benefits. It will also continue to be a major contributor to traffic congestion and other social issues such as housing affordability. Traffic congestion in Queenstown is already recognised as a serious issue facing the District.⁶ As residential and commercial subdivision continues to expand, there will be an associated need for effective and efficient linkages between communities, shops, schools, places of work, leisure facilities and the great outdoors.

The Queenstown Basin is still geared in favour of people with cars. In terms of commuting to work, the use of private cars, buses, trucks and vans rose from approximately 5,500 commuters per day in 2001 to nearly 10,000 commuters per day in 2013. By comparison, the use of bikes rose from 230 daily commuters in 2001 to 520 daily commuters in 2013. Walking / jogging to work involved 1,200 daily commuters in 2001 rising to 1,800 in 2013.⁷

Compared with the use of private vehicles, there is clearly an opportunity to encourage and enable more local people to use walking and biking trails to get to/from work, school, shops and other local amenities. Queenstown is heading more in that direction by the expansion of its trail networks, although it is recognised that residents who work in Queenstown but live more than 5kms from Queenstown CBD will be more inclined to use a car than walk or bike, but only because there is no other attractive affordable alternative.



The Department of Conservation has been involved from the beginning of the then Wakatipu Trails Trust and staff have had an outstanding relationship with the Trust from those early days. We have seen the Trust take its first initiatives in a joint venture with DOC in the creation of the Lake Hayes Trail which has proved an outstanding success with over 40,000 users each year. With the opening of the Queenstown Cycleway and all the hard work leading up to that – securing landowner agreements, funding applications, surveys, contracting construction, all that proved the strength of the now Queenstown Trails Trust. The outstanding successes and work of the Trust continues and evolves with the changing recreation face of Queenstown and this Strategy will give great direction as did its predecessor. DOC's role with the Trust is one of true partnership with this outstanding community group and I am looking forward to seeing how the Trust initiates its next 10 year vision.

**Greg Lind – Conservation Partnerships Manager,
Department of Conservation**

⁵ QLDC, Long Term Plan 2015

⁶ NZ Transport Agency, June 2014

⁷ Statistics New Zealand, Census 2013



3 Current use of the Queenstown trails network

3.1 STRUCTURE OF THE NETWORK

The network consists of connector / commuter trails and recreation trails. *Connector or commuter trails* are used to access work, schools, shops and generally move within and between communities. These serve both commuting and recreation needs of local communities. Examples include the Frankton Track, Town Link Track from Fernhill to Queenstown and parts of the Queenstown Trail that connect Lake Hayes Estate to Remarkables Park and nearby schools, shops and places of work. *Recreation trails* are used primarily for recreation and leisure although some of these are also used for commuting (such as the Frankton Track).

Approximately 70% of Queenstown trails are shared walking, hiking and biking trails. The balance is single purpose walking or biking. This is one of the strengths of the network as it appeals to a wide range of interests and abilities and makes more efficient use of resources. In terms of cycling, the Queenstown Trail offers predominantly easy – intermediate riding. Five mountain bike parks provide opportunities ranging from beginner to advanced skill levels and include challenging downhill tracks at Ben Lomond (accessed via the Skyline Gondola) and Wynyard Terrain Park. Further technical and flow trails are planned for Ben Lomond Reserve to capture the attention of domestic and international riders. Private landholders also provide important opportunities such as at Rabbit Ridge, Gibbston and on Soho Properties pastoral farms.

Trails within the Queenstown Basin are primarily geared for day use ranging from short walks of less than an hour to full day excursions. The potential for overnight trails for walking and biking are currently being explored to broaden the appeal of the destination to visitors (Figure 5).

Queenstown Lakes District Council and the Department of Conservation manage the majority of the trail network in partnership with the Queenstown Trails Trust. This includes maintenance, installation of signs and facilities, repair of damaged sections, compliance with regulations, monitoring the number of people using trails and licensing commercial activities that use the trails.

The Council has a MOU in perpetuity with the New Zealand Government for future maintenance of the Queenstown Trail.

The Queenstown Mountain Bike Club is largely responsible for the development and maintenance of all the mountain bike park trails in the Basin. Friends of the Trust, resident groups such as Kelvin Peninsula Community Association, Queenstown Pedallers, Gibbston Wineries, some pastoral stations, Lions and Rotary Clubs and businesses such as Skyline Enterprises have and continue to play an important role in trail development and maintenance. As an example, the Rotary Club of Queenstown restored the Historic Lower Shotover Bridge, a vital link in the Queenstown Trail. Skyline Enterprises adapted the Gondola to carry mountain bikes and has contributed further in-kind and financial support for the development of trails on Ben Lomond.



3.2 STANDARD OF THE TRAIL

Although the Queenstown Trail meets the NZCT standards, there are still some critical steep sections of the trail which both the Trust and NZCT have identified would improve trail user experience. It is the goal of the Trust (and NZCT) to ensure trails that are part of the 'Great Rides' network, of which the Queenstown Trail is one, ensure the trail user experience is of a world-class standard. NZCT have provided a 'Trail WOF' tool for an annual audit of the Trail and this tool will be critical in identifying areas of the Trail that require attention.

MAINTENANCE SNAPSHOT

Koobi, a Colorado Springs maker of bicycle saddles, gave \$24,000 to International Mountain Bicycling Association's National Mountain Bike Leadership Fund. The two-year commitment will award \$500 cash grants to 16 local clubs to help preserve trail opportunities.

3.3 MARKET DEMAND

Use of the trail network varies from some tracks receiving a few hundred walkers/bikers per year to over 100,000 on the most popular sections of the Queenstown Trail (between Frankton and Queenstown).

Skyline/Ben Lomond downhill cycling attracts over 120,000 descents from the Gondola or approximately 60,000 to 70,000 riders per year. Most riders are local using a season pass. Bike shops report that most bike hires are for between 1 and 3 hours. Three shuttle services provide drop-offs and pick-ups between Queenstown, Arrowtown and Gibbston. Between three and four tour operators run day trips on the trails network using a mixture of self-guided and guided options.

There are 10 counters along the Queenstown Trail that monitor the levels of use. Frankton Track, Swain Bridge, Morven Ferry Road and Speargrass Flat appear to receive the highest levels of use on the Queenstown Trail. The Department of Conservation has 30-plus counters recording use on their tracks.

The counters record important information on the volume of trail use but for the most part, little is known about the trail users. A trail user study is recommended by this strategy to find out:

- ▶ The relative levels of trail use by residents compared with visitors
- ▶ What proportion of total visitors to Queenstown use the trails and for how long
- ▶ The level of awareness of residents and visitors about what the trails have to offer
- ▶ Whether there are any issues with resident and visitor use of trails, for instance way-finding, distances (rides or walks being shorter or longer or more easy/difficult than expected), reading signs, availability of good maps, bike hire and repair services.

Answers to these questions will be very helpful for future management of the trail network.

3.4 COMMUNITY ENGAGEMENT

Community and stakeholder engagement in the trails network is strong. There are over 900 Friends of the Trust. The Queenstown Mountain Biking Club contributes thousands of hours voluntarily to develop and maintain single tracks and advocate for off-road cycling generally. The Lions and Rotary Clubs as well as some resident associations have made important contributions to the network. Queenstown Pedallers are an enthusiastic group of trail riders that assist with events, advocacy and often act as the 'eyes and ears' of trail users, riding trails on most days of the week.

Key success factors for successful trails:

Trail Champions – vision, uncompromising on standard, ability to provide the X factor

Funding stream sorted

Political connections

Connected to key stakeholders

Around The Basin is privileged to have access to the Queenstown Trail network and the fortune that is a world class cycle trail, without it we would not have a business.

Steve Norton – Owner Operator, Around the Basin



MAINTENANCE SNAPSHOT

The Hub Bike Shop of Aspen, Colorado, gives people an incentive to volunteer on projects. Each day a person volunteers on a Roaring Fork Outdoor Volunteers (RFOV) project, their name goes into a jar for a drawing to win a mountain bike at the end of the season. RFOV has also received free space from Basalt Mini Storage to store tools used by volunteers.

3.5 CHALLENGES AND COMMENTS

As the lead organisation for Queenstown’s trail network, the Trails Trust is mindful of the challenges ahead and the potential solutions that could be explored in order to retain a world-class network of trails. These are summarised as follows:

Challenges	Comment
Lack of data on trail users	There is good data on volume but little on trail users. A trail user survey is needed to understand the split between locals/visitors, national and international. How long they use the trail etc.
Limited maintenance funds to sustain an expanding trail network	Funding for trail development is generally easier to attract than funding for ongoing maintenance. As the trails network expands, the available funds for maintaining a world-class network also needs to increase. Work with QLDC to brainstorm maintenance funding solutions for the long term.
Applying consistent and effective standards for trail markers/signs	A review of signs and other structures used on the Queenstown Trail is suggested to check for consistency, readability of signs (for people riding 15 – 17km / hr on average). Comparison with other leading examples in New Zealand or in Australia may shed light on where local signs or facilities could be improved before further investment takes place. This should be considered as a ‘health check’ and not a project to start again on trail facility designs.
Trail maps and information	Despite increasing use of handheld devices for information, Apps and maps, trail users in most destinations seek a reliable hard copy map. Apps are increasingly popular for planning itineraries, logging journeys and viewing related information on local history, natural and cultural attractions, food and transport services, bike hire and repair and so on. Queenstown needs these items to complement its trail network and generate a revenue stream for trail improvements.
Protecting future opportunities	An important function of the Queenstown Trails Trust is influencing and advocating for public access, be that for recreation or commuting. The pressure on land for property and other development is fairly constant and in places very intense in Queenstown. This drives a constant need to be engaged with Council, Land Information New Zealand, Regional Council and DOC decision-making processes over the use of land or allocation of rights for commercial activities. Most of the advocacy work for the Trust will be on a case-by-case basis.

MAINTENANCE SNAPSHOT

Purgatory at Durango Mountain Resort funded Trails 2000 as the 2005 Benefit Day recipient to receive all proceeds from the Colorado ski area’s annual pre-opening event. Trails 2000 supports southwest Colorado community trails for hiking, biking and horseback riding, and making trails accessible for all people from children to seniors. The funds were used to help lease a new trail machine to help maintain and construct paths that are user friendly, sustainable, and environmentally sensitive.



4 LOOKING FORWARD – The Strategy Vision

4.1 VISION OF THE TRUST



**“Inspiring
Adventures
Connecting
Communities”**

In 2025 our vision to create and maintain a world class trail network for walking and cycling will have been achieved and we will be recognised internationally for trails that connect our communities, encourage a healthy lifestyle and enable residents and visitors to enjoy a diversity of experiences that showcase our magnificent environment.

4.1.1 What success will look like

- ▶ Trails will connect all Queenstown communities to business centres, schools, shops and the wider recreational trail network.
- ▶ There will be higher levels of participation in safe and active use of the trail network by residents and visitors.
- ▶ There will be more choice in the recreational trail experience for people.
- ▶ A sustainable management and funding model will be in place that ensures a continued high level of maintenance and further development of trails and associated infrastructure.

Our targets are to achieve:

- ▶ A trail within 10 minutes of all Queenstown communities.
- ▶ A 5% to 8% annual increase in use of trails by the local population.
- ▶ A 6% to 10% annual increase in use of trails by visitors.

4.1.2 Guiding principles for the trails strategy

- ▶ Range of users...the trail strategy is for walkers, hikers and bikers of all skill levels.
- ▶ World class the trail network will be of the highest standard.
- ▶ Intergenerational equity planning today will enable activities that generate a net benefit to future generations.
- ▶ Leveraging infrastructure...trails will create rewarding visitor experiences and commercial opportunities.
- ▶ Maintained into the future...the network will be designed to minimise maintenance.
- ▶ Commuter friendly...trails will be designed to enable cycling as a viable alternative to public transport and encourage healthy lifestyle.
- ▶ Transparency...the strategy provides direction for transparent use of public and private funding.

4.1.3 What could the trail network look like in 2025?

By 2025 the Queenstown trails network will have a completed series of commuter trails within the Basin easing traffic congestion. Planned recreation trails linking communities to the Basin's attractions would have expanded. The number of residents and visitors using the network will have doubled. A boat shuttle / taxi service operating between Queenstown, Kelvin Peninsula and Jacks Point will have unlocked new trail circuits and made access between these locations so much easier. Commercial activity associated with the trail network will have trebled in terms of business turnover, staff employed and diversity of support services (bike hire, guided walks, guided cycling, accommodation and cafes). Useful trail data will be continuously collected on the trails, enabling smart investment decisions. A sustainable funding regime for trail maintenance will have been established easing pressure on local rates.

Outside of the Basin, progress will have been made on linking to sites and neighbouring communities in Wanaka, Cromwell, Kingston, Glenorchy and possibly Te Anau and Dunedin.

The vision is built on the premise that the network will be built and maintained to a world class standard. Completing commuter and recreation trails within the Wakatipu Basin area is the first priority. Beyond the Basin is a secondary yet important focus for the future. It is not beyond the influence or ability of the Trails Trust to connect Queenstown to towns or key visitor nodes elsewhere in Otago by iconic, multi-day trails, subject to market demand and ability to maintain such a network.

Another important part of the vision for 2025 lies in keeping a balance between walking, hiking and biking opportunities. Currently there is a healthy mix of opportunities but in the future there could be the addition of overnight hiking and biking right on Queenstown's doorstep with the Around the Mountains Cycle Trail and potential overnight hike / bike from Mt Crichton to Arthur's Point via the Moonlight Track. In time, Arthur's Point is likely to become more of a cycling and walking hub with improved commuter connections to Queenstown, Arrowtown and Frankton.

By consolidating the local network and connections between growth centres, greater participation in use of trails by residents and visitors can be encouraged. Actively encouraging or even incentivising walking and biking can lead to greater health benefits and a better return on investment in trail infrastructure.

Queenstown Trails for the Future 2015 -2025 identifies three goals that will drive a sustainable trail network and encourage more people to use it:

- Developing a world class network for residents and visitors
- Increased use and stewardship of trails
- Sustainable financing for trails.

Queenstown Trails for the Future 2015 -2025 aims to ensure a network of sustainable trails that will:

- Encourage greater participation and contribute to healthier lifestyles for residents and visitors
- Improve the connectivity of Queenstown and surrounding communities
- Encourage growth in visitor numbers and yield to Queenstown.

4.2 ROLE OF THE QUEENSTOWN TRAILS TRUST

The role of the Queenstown Trails Trust varies across trail projects with the core business being:

To create, nurture and maintain a world-class recreational trail network that connects our communities, is sustainable, integrated, well utilised and highly regarded, that enhances the health, well-being and quality of life of all Wakatipu residents and that attracts visitors from around the world.

The role includes:

- Facilitation – of new trails and upgrading existing trails to world class standard
- Advocacy – for linkages, standards, funding, extensions
- Support – to assist stakeholders
- Funding Facilitation – for the Queenstown Trail and associated links and loops
- Sharing - trail data intelligence.

	Facilitation	Advocacy	Support	Funding
Queenstown Trail	✓	✓	✓	✓
Loops off Queenstown Trail	✓	✓	✓	✓
Links from communities to Queenstown Trail	✓	✓	✓	✓
Town commuter paths	✓	✓	✓	x
New recreational trails within Basin	✓	✓	✓	✓
Trail extensions beyond the Basin	✓	✓	✓	x
Events on Queenstown Trail	✓	✓	✓	x
Events off Queenstown Trail	✓	✓	✓	x

The Trust executive will continue to engage at a high level and will, where possible, influence Government policy, funding and criteria for trail related initiatives.

The Trails Trust recognises that other parties play a vital role in the future of the trails network as set out below.

Organisation	Roles
Cabinet	The Prime Minister, Finance Minister, Minister of Transport & Health, Associate Transport Minister, Minister of Business Innovation and Employment, Minister of Conservation, Local Members of Parliament are all engaged in strategic aspects of the trail environment.
Central government (other than DOC) – Ministry of Business, Innovation and Employment (MBIE), Tourism New Zealand (TNZ)	Funding for development, major upgrade (MBIE) and marketing the Great Rides network (TNZ).
Department of Conservation (DOC)	Trail maintenance and development, advocacy and information.
Destination Queenstown	Destination marketing and market research.
Friends of the Trust	Community support, one-off projects, volunteering, fund raising, events.
Lagardere Unlimited Oceania	Management and delivery of the Motatapu event, partnerships with Lagardere managed and delivered events.
Land Information NZ	Legal protection of access across Crown Pastoral Lease and Unoccupied Crown Land.
Landowners	Critical for support of access to enable trails for the future.
New Zealand Transport Agency	Funding for alternative transport networks, road safety, information and advocacy.
New Zealand Cycle Trail (NZCT)	Brand, marketing, communications, data collection and assurance, advocacy to key national organisations, trail relationship management and capability building and funding development of national partnerships for the greater New Zealand Cycle Trail Network.
Official Partners	Uphold cycle-friendly standards as outlined by NZCT Inc, promotion of the trail, information, visitor experience, support services.
Queenstown Lakes District Council	Trail maintenance, legal protection of access, development projects, community engagement and promotion of increased use of trails by residents.
Queenstown Mountain Bike Club and Queenstown Pedallers	Development and maintenance of single track, events, advocacy and support - possible role in increasing participation in biking by residents.
Real Journeys	Walter Peak Land Restoration Project and, development of walking and biking trails.
Resident associations	Assistance with trail maintenance, access disputes and rights of way, advocacy and one-off projects.
Rotary Club, Lions Club and other community organisations	One off projects and advocacy.
Shaping our Future	Engagement with relevant SoF forums (transport for eg) to have a part in creating a great future for our district.
Soho Properties	Partnership with the Motatapu event and advocacy for back country trail development.

Organisation	Roles
Southland Community Trust, Central Lakes Trust, Estate of EP Wilding and other funding partners	Funding for development or major upgrade.
Skyline Enterprises	Access to Ben Lomond, marketing and promotion of Queenstown as a biking destination.
Tourism industry	Provision of visitor experiences on trails, support services, information, market research, advocacy.
Wakatipu Walkers	Advocacy and one-off projects.
Wakatipu Reforestation Trust	Native planting along designated trails.

This idea of a ride and reward has proved very popular. Gibbston Valley winery is getting ready to develop accommodation and the trails, in particular the Gibbston River Trail, form an integral part of the activities we list as a reason to stay with us at Gibbston Valley. The trails not only attract those who want to ride but also those who want to run or walk, enjoying the spectacular scenery, while enjoying a trail located in an idyllic setting. I believe the trails systems in this area will only continue to grow and continue to attract more visitors to the region and provide a reason for people to lengthen their stay and enjoy the activities they provide. From Gibbston Valley Winery's perspective, the trail system is a wonderful addition to the offerings of the region.

**Greg Hunt – Chief Executive Officer,
Gibbston Valley
Winery/Restaurant/Winecave**



4.3 DECISION MAKING CRITERIA

The Queenstown Trails Trust, Central and local Government, The Department of Conservation and other stakeholders have been investing in the Queenstown trail network for the last 15 years. Whilst the region boasts an exceptional network, there are still improvements required that will benefit residents and visitors. These include links between hubs, connections to the Queenstown Trail for commuters, extensions to the network to offer new tourism experiences for walkers and riders. As the population of the region grows, and as more resident and visitors use the network, so will the need to better connect, improve and maintain the trails to a high standard.

Criteria have been used to assist in determining what needs to be done for the next 10 years. These will continue to be applicable for prioritising investment where the greatest benefits will be achieved for the region whilst enabling flexibility where new funding sources or resources are identified that can fast track the network improvements.

These criteria should be taken into account to (i) guide decisions over new trails to develop (ii) respond to new ideas or issues as they arise (for instance, damage to trails from flooding or slips) and (iii) influence the maintenance and future protection of trail opportunities. Decisions by the Trust will take into account:

1. **Importance for commuting** – this factor considers the communities affected, how many commuters are involved, the benefits in terms of road safety, health and wellbeing
2. **Importance for recreation and tourism** – the relative contribution to the overall Queenstown Trails Network made by the trail and its users (residents, visitors or both) will be considered. The level of use, business opportunities and the recreational appeal of the trail will also be taken into account
3. **Development costs** – trail development costs and the options for funding are key factors to assess when building new trails
4. **Maintenance costs and responsibility** – the ongoing cost of maintenance and ability to manage this will be taken into account
5. **Safeguarding future opportunities** – this factor considers the extent to which a trail concept protects future opportunities for public access and to link trails with communities or attractions.

Priorities in the following tables have been identified as years 1-3 (short-term) years 4-6 (medium-term) and years 7-10 (long-term).

The continued and ongoing development of Queenstown as 'The Activity Destination' within New Zealand has been complimented hugely by the ongoing work of The Queenstown Trail. With people becoming ever more health conscious they are looking for holidays and breaks away that complement their lifestyles. Events like Motatapu and Queenstown International Marathon are bringing a new breed of people to our shores. When our property was being built we had Ski drying rooms installed in preparation for the snow seasons, come October they used to sit empty, not anymore. Last year all available space was being used to fine tune mountain bikes and conduct last minute equipment checks before people faced the 47km terrain they had ahead of themselves come Motatapu race day. And for people who are looking for something more leisurely we have a huge range of trails and tracks that we can now recommend to our guests that will take them through breath taking scenery in and around Queenstown. It's very refreshing to see this new market open up so many new opportunities for us all in the hospitality industry.

Chris Ehmman – General Manager, Hilton Queenstown Resort & Spa



MAINTENANCE SNAPSHOT

The Continental Divide Trail Alliance received \$1,500 from Mountains & Rivers, an outdoor retail store in Albuquerque, from the proceeds of the Banff Mountain Film Festival. This is the third consecutive year the store has hosted the event and made CDTA the beneficiary. CDTA also received a \$100,000 grant from the Gates Foundation after meeting a challenge of raising \$1 million for trail work in Colorado. Gates awarded the funds on the basis of CDTA's Ten Year Strategic Plan to complete over 50 trail projects.

4.4 GOAL 1: A WORLD-CLASS TRAIL NETWORK FOR RESIDENTS AND VISITORS

Whilst tourists will use the same trail infrastructure as local residents, successful trail based tourism is dependent on the total tourism experience including trail location, information, signage, maps, secure places to store or park bikes as well as links to tourism attractions and places to see and things to do. As a high profile tourism destination, Queenstown must match its standard and provision of trails to reflect this positioning, grow its share of the tourism market, and though this result in spending that supports local businesses and the local and regional economy.

Strategy	Activity	Partners	Yr1-3	Yr4-6	Yr7-10
Maintain all existing trails to a world class standard	Facilitate upholding trail maintenance standards in line with NZCT and QLDC (draft) trail maintenance guidelines.	QTT, DOC, QLDC	X	X	X
	Undertake an annual audit of the trail network using the Trail WOF tool.	QTT, QLDC	X	X	X
Implement improvements that will connect Queenstown communities and people of all ages and abilities with business centres, key hubs and the Queenstown Trail	Initiate new links and trail sections to connect our communities (refer map for Queenstown Basin Trails).	QTT, QLDC, DOC, NZTA	X	X	X
Protect future opportunities for the development of trails	Identify existing public access and work with partner agencies to protect these for future generations.	QTT, QLDC, DOC, LINZ, ORC	X	X	X
	Work with other land managers and land owners to facilitate future trail development.	QTT, QLDC, DOC	X	X	X
Support other stakeholders in extending the range of trail based experiences that will attract new visitors and extend length of stay	Offer support and advocacy for new and extended trails that will encourage longer stay in Queenstown (eg Gibbston to Cromwell and beyond, Around the Mountain, Walter Peak to Kinloch and Glenorchy).	QTT, QLDC, DOC, ORC	X	X	X
	Encourage and facilitate new trail experiences including businesses packaging together and offering additional products.	QTT, DQ, TNZ, official partners	X	X	X
Implement improvements that minimize conflicts between different users and maximise visitor safety	Advocate for cycle lanes on roads.	QTT, QLDC, NZTA	X	X	X
	Implement a high quality way finding system and review the location and placement of hard infrastructure to ensure user safety.	QTT, QLDC, DOC	X	X	X

4.5 GOAL 2: INCREASED USE AND STEWARDSHIP OF TRAILS

Use of trails for walking and cycling can make it easier for people to move around their local communities, whilst increasing the use of trails for commuter trips could be expected to have a noticeable impact in helping traffic to flow better. This goal aims to increase participation by local residents and visitors in the use of Queenstown Trails and to encourage advocacy for, and engagement in, the long term management and maintenance of the network. The trail network offers direct business opportunities for commercial guiding, transport and retail associated with walking and cycling as well as a broad range of indirect opportunities through accommodation, food and beverage and tourism support. Whilst increased use can benefit all businesses, stewardship will see long term sustainability.

Strategy	Activity	Possible partners	Yr 1-3	Yr 4-6	Yr 7-10
Encourage growth in participation in cycling and walking through programs focused on health and the natural environment	Support community education and awareness programs to: <ul style="list-style-type: none"> improve safety, reduce conflict and educate people on how to use the trails / roads safely and respectfully Improve cycling skills, cyclist safety, confidence improve bike maintenance skills. 	QLDC, QTT, NZTA	X	X	X
	Advocate to combine cycling with other forms of transport through infrastructure and facilities including bike racks on buses/boats, bike pumps, E-Bike charging stations.	QTT, QLDC	X	X	X
Work with partners to provide infrastructure and services that support growth in active recreation and trail use	Encourage participation in trail use through transport initiatives including: <ul style="list-style-type: none"> Extending cycling to transport hubs to encourage multi-modal use (i.e. walk to bus, bike to bus) Supporting increased water-based transport options for ease of getting around the basin (on foot or by bike) Lobbying for well-connected more direct cycling and walking connections to ensure connectivity. 	QTT, QLDC, SoF	X	X	X
	Facilitate access to the trail network for wheelchairs, strollers etc at targeted sections of the trail and access points.	QTT, QLDC, DOC	X	X	X
Ensure positioning of the trail network as a key element of the tourism offering to generate growth in visitor numbers	Lobby DQ and Tourism NZ to promote the Queenstown Trail including marketing to increase international awareness of the range of opportunities NZ provides.	DQ, QTT	X	X	X
	Assess the potential of Queenstown as an IMBA Ride Centre and initiate a working group to pursue.	QTT		X	
	Strengthen the positioning of Queenstown as a destination that offers opportunities for a) all types of riders – on and off-road, all abilities down hill, single track all grades, as well as overnight and extended riding experiences and b) a range of exceptional hiking trails.	QTT, DQ	X	X	X

Strategy	Activity	Possible partners	Yr 1-3	Yr 4-6	Yr 7-10
Provide a range of targeted information about the trail network based on the whole trip cycle	Maintain a high quality Queenstown Trails website and appropriate links that promote the trails and encourages pre trip planning and bookings.	QTT	X	X	X
	Commission the design and production of a high quality trail map and app that can be sold as part of a Queenstown Trails information package with percentage return to QTT.	QTT, commercial partners	X		
	Ensure all trails are correctly matched to national standards so consumers recognise their limitations on their ride or walk (NZCT).	QTT, QLDC, DOC	X	X	X
	Develop and promote a series of sample itineraries for different markets including multi day itineraries and the promotion of product offerings.	QTT	X		
Encourage stewardship of the trail network	Continue to engage with stakeholder and local community groups and encourage their continued stewardship of trail sections.	QTT	X	X	X
	Continue to engage with Soho Properties for back country trail development under the QEII National Trust covenant.	QTT	X	X	X



4.6 GOAL 3 SUSTAINABLE FINANCING FOR TRAILS

Our 10 year trail development priorities are bold and audacious and will require a range of funding mechanisms and innovative approaches. Ongoing maintenance funding streams for the extended network also need to be factored into the Trust's planning. Opportunities will need to be identified and explored that encourage investment of resources by all stakeholders that benefit from the trail network – land managers/owners, visitors, residents, commercial businesses and retail as well as prioritising trail elements for government funding, sponsorship and other resource investment. Proving the economic and social benefits of the trail network can be used to support funding bids.

Strategy	Activity	Possible partners	Yr1-3	Yr4-6	Yr7-10
Motatapu - NZ's premier off-road sporting event	Continue the partnership with Lagardere to ensure the ongoing growth and success of the Motatapu event.	QTT	X	X	X
Maximise the return on investment into the trails from commercial use of the network	Investigate the optimal mix of new funding initiatives including the following options. Sales of map/ App package: <ul style="list-style-type: none"> ➤ Operator and retailer/bike hire contributions to trails ➤ Percentage return of concessions from use of trails ➤ Targeted sponsors (corporate, park benches, public art, trail sections etc) ➤ Community stewardship of trail sections ➤ Implementing specific events to raise funds for one project ➤ Crowd sourcing for targeted projects. 	QTT, QLDC, DOC	X	X	X
	Develop targeted sponsorship proposals for corporate and philanthropic groups/individuals for trail investment including development of trail sections.	QTT	X		
Encourage, and promote events that generate greater participation, support and income for the trails network	Advocate for a major international event such as Enduro World Cup, Transworld Cup, major citizen race etc suited to Tourism Growth Partnership and MBIE major events funding and international positioning.	QTT		X	
	Generate a specific new event that will generate a long term revenue stream to support the Trust into the future.	QTT	X	X	X
Invest in community support and other initiatives that will ensure long term sustainable management of the trail network	Continue to strengthen the roles of the Queenstown Trails Partners program and Friends of the Trust in contributing to sustainable management and funding.	QTT	X	X	X
	Recognise the value of volunteers within clubs and groups and support their growth and development.	QTT, QLDC,	X	X	X
	Continue to build relationships between all parties involved in trail development through regular communication and an annual forum.	QTT, QLDC, DOC	X	X	X
Implement an effective monitoring program that provides data to support further trail investment and maintenance support	Pursue funding to better understand the range of markets and their needs and potential for growth through online satisfaction survey of existing users and broader market demand assessment.	QTT, DOC, DQ	X		
	Implement an assessment of the economic benefits being returned from the Queenstown Trail and other trail use in the Basin.	QTT	X		

5 TEN YEAR TRAIL DEVELOPMENT ACTION PLAN

YEARS 1-3	
ACTION	RATIONALE
Commence planning, route alignment and seek funding and complete the Jacks Point trail (subject to relevant approvals).	A vital link from commute, connecting our communities and tourism perspectives.
Commence planning, route alignment and seek funding and complete the Cone Peak Station trail (subject to relevant approvals).	New recreational link for the Queenstown Trail which will also provide connectivity and commute opportunities for trail users.
Implement trail upgrades including, but not limited to, the following: <ul style="list-style-type: none"> ▶ Christine’s Hill, Millbrook ▶ Shotover Delta to Domain Road ▶ Slopehill Road west ▶ School Road trail entrance ▶ Kawarau Falls Bridge Hill ▶ Old McDonald's Hill ▶ Billies Bridge hill ▶ Thompsons Hill ▶ School Road entrance from trail onto Slopehill Road (off-road trail) ▶ Kelvin Peninsula Loop-continuation of trail omitting Golf Course Road ▶ Lake Hayes Track widening and gradient ▶ Lake Hayes Estate across State Highway to Lake Hayes ▶ Gorge Road to Arthurs Point ▶ Hansens Road Loop 	Keep the Queenstown Trail within the guidelines of NZCT to a world-class standard.
Continue to maintain all existing trails to a world class standard and conduct annual WOF audit.	Keep the Queenstown Trail within the guidelines of NZCT to a world-class standard.
Identify existing public access and work with partner agencies to protect these for future generations.	To ensure opportunities for future trail development.
Encourage and facilitate new trail experiences including businesses packaging together and offering additional products.	Encourage greater use of the Queenstown Trail network.
Advocate for cycle lanes on roads.	Safety of cyclists.
Implement a high quality way finding system and review the location and placement of bollards and other hard infrastructure to ensure user safety.	Ensure greater satisfaction of trail users.
Support community education and awareness programs to: <ul style="list-style-type: none"> ▶ improve safety, reduce conflict and educate people on how to use the trails / roads safely and respectfully ▶ Improve cycling skills, cyclist safety, confidence ▶ improve bike maintenance skills. 	Support community users of trail from a safety and satisfaction perspective and encourage greater use.
Investigation, consultation and development of 'look-out' trails on the major hills within the Wakatipu Basin to complement the Feely Hill walk.	Encourage and support Pedestrian users of the trails with new trail opportunities

YEARS 1-3

ACTION	RATIONALE
Advocate to combine cycling with other forms of transport through infrastructure and facilities including bike racks on buses/boats, bike pumps, E-Bike charging stations.	Queenstown - a town of the future for multi-modal transport options.
Facilitate access to the trail network for wheelchairs, strollers etc at all key hubs and access points.	Access to the trail network for all.
Lobby DQ and Tourism NZ to promote the Queenstown Trail including marketing to increase international awareness of the range of opportunities NZ provides.	Ensure Queenstown Trail is a leading and integral part of the tourism offering in Queenstown and New Zealand.
Assess the potential of Queenstown as an IMBA Ride Centre and initiate a working group to pursue.	International recognition for Queenstown as a biking destination.
Strengthen the positioning of Queenstown as a destination that offers opportunities for a) all types of riders – on and off-road, all abilities downhill, single track all grades, as well as overnight and extended riding experiences and b) a range of exceptional hiking trails.	International and national recognition for Queenstown as a biking destination.
Maintain a high quality Queenstown Trails website and appropriate links that promote the trails and encourages pre trip planning and bookings.	Adding value for the Official Partners and visitors to Queenstown.
Commission the design and production of a high quality trail map and app that can be sold as part of a Queenstown Trails information package with percentage return to QTT.	Adding value for the Official Partners and visitors to Queenstown and to create a revenue stream for marketing of the trails.
Ensure all trails are correctly matched to national standards so consumers recognise their limitations on their ride or walk (NZCT).	Support Queenstown Trail status as a Great Ride.
Develop and promote a series of sample itineraries for different markets including multi day itineraries and the promotion of product offerings.	Enable a high quality experience for increasing visitor numbers on the trails.
Continue to engage with stakeholder and local community groups and encourage their continued stewardship of trail sections.	Ensure world-class standard of the trails.
Investigate the optimal mix of new funding initiatives including the following options. Sales of map/ App package: <ul style="list-style-type: none"> ➤ Operator and retailer/bike hire contributions to trails ➤ Percentage return of concessions from use of trails ➤ Targeted sponsors (corporate, park benches, public art, trail sections etc) ➤ Community stewardship of trail sections ➤ Implementing specific events to raise funds for one project ➤ Crowd sourcing for targeted projects 	Creating a sustainable revenue stream for future trail improvements/development.
Develop targeted sponsorship proposals for corporate and philanthropic groups/individuals for trail investment including development of trail sections.	Creating a sustainable revenue stream for future trail improvements/development.
Continue the partnership with Lagardere to ensure the ongoing growth and success of the Motatapu event.	Sustainable revenue stream for future trail improvements/development.
Advocate for a major international event such as Enduro World Cup, Transworld Cup, major citizen race etc suited to Tourism Growth Partnership and MBIE major events funding and international positioning.	International positioning of Queenstown as a cycling destination and economic benefit to the region.

YEARS 1-3	
ACTION	RATIONALE
Generate a specific new event that will generate a long term revenue stream to support the Trust into the future.	Creating a sustainable revenue stream for future trail improvements/development.
Continue to strengthen the roles of the Queenstown Trails Partners program and Friends of the Trust in contributing to sustainable management and funding.	Community and business support to ensure the trails are of a world-class standard and for future development.
Recognise the value of volunteers within clubs and groups and support their growth and development.	Volunteers are critical to the success of the trail network now and in the future.
Continue to build relationships between all parties involved in trail development through regular communication and an annual forum.	Community and business support to ensure the trails are of a world-class standard and for future development.
Pursue funding to better understand the range of markets and their needs and potential for growth through online satisfaction survey of existing users and broader market demand assessment.	Future planning and development of the trail network and for use with funding applications.
Implement an assessment of the economic benefits being returned from the Queenstown Trail and other trail use in the Basin.	Future planning and development of the trail network and for use with funding applications.

Years 4 - 6	
ACTION	RATIONALE
Implement the following secondary ⁸ connectivity trails: <ul style="list-style-type: none"> ➤ Arthurs Point to Wakatipu High School (via Tucker Beach Road) ➤ Arthur's Point to Arrowtown and Arthur's Point to Queenstown ➤ Tucker Beach Road ➤ Threepwood Connector. 	Connecting our communities with a viable off-road trail network for residents and visitors.
Undertake planning, route alignment and seek funding and complete the Jacks Point return loop to the Kawarau Falls Bridge.	Connecting our communities with a viable off-road trail network for residents and visitors.
Undertake planning, route alignment and seek funding for Walter Peak to Kinloch trail.	Connection to Around the Mountains a sister-Great Ride to promote multi-day ride opportunities for both trails and provide a new opportunity for domestic and international tourism.
Continue to maintain all existing trails to a world class standard and conduct annual WOF audit.	Ensure the Queenstown Trail is of a world-class standard.
Identify existing public access and work with partner agencies to protect these for future generations	Maintain future trail development opportunities
Continue to advocate for cycle lanes on roads	Safety of cyclists
Continue to implement a high quality way finding system and review the location and placement of other trail facilities to ensure user safety	Ensure greater satisfaction of trail users

⁸ not to Queenstown Trail standard

Years 4 - 6

ACTION	RATIONALE
<p>Continue to support community education and awareness programs to:</p> <ul style="list-style-type: none"> ➤ improve safety, reduce conflict and educate people on how to use the trails / roads safely and respectfully ➤ Improve cycling skills, cyclist safety, confidence ➤ improve bike maintenance skills. 	<p>Support community users of trail from a safety and satisfaction perspective and encourage greater use.</p>
<p>Advocate to combine cycling with other forms of transport through infrastructure and facilities including bike racks on buses/boats, E-Bike charging stations and the like.</p>	<p>Queenstown - a town of the future for multi-modal transport options.</p>
<p>Encourage participation in trail use through transport initiatives including:</p> <ul style="list-style-type: none"> ➤ Extending cycling to transport hubs to encourage multi-modal use (i.e. walk to bus, bike to bus) ➤ Supporting increased water-based transport options for ease of getting around the basin (on foot or by bike) ➤ Lobbying for well-connected more direct cycling and walking connections to ensure connectivity. 	<p>Queenstown - a town of the future for multi-modal transport options.</p>
<p>Facilitate access to the trail network for wheelchairs, strollers etc at all key hubs and access points.</p>	<p>Ensure the world-class standards of the Queenstown Trail 'Great Ride' status is upheld.</p>
<p>Lobby DQ and Tourism NZ to promote the Queenstown Trail including marketing to increase international awareness of the range of opportunities NZ provides.</p>	<p>Ensure Queenstown Trail is a leading and integral part of the tourism offering in Queenstown and New Zealand.</p>
<p>Maintain a high quality Queenstown Trails website and appropriate links that promote the trails and encourages pre trip planning and bookings.</p>	<p>Ensure Queenstown Trail is a leading and integral part of the tourism offering in Queenstown and New Zealand.</p>
<p>Ensure ongoing availability of high quality trail map and app that can be sold as part of a Queenstown Trails information package with percentage return to QTT.</p>	<p>Adding value for the Official Partners and visitors to Queenstown and to create a revenue stream for marketing of the trails.</p>
<p>Continue to engage with stakeholder and local community groups and encourage their continued stewardship of trail sections.</p>	<p>Ensure world-class standard of the trails</p>
<p>Continue to implement a high quality way finding system and review the location and placement of hard infrastructure to ensure user safety.</p>	<p>Ensure world-class standard of the trails</p>
<p>Continue to promote and pursue sponsorship from corporate and philanthropic groups/individuals for trail investment.</p>	<p>Ensure world-class standard of the trails</p>
<p>Continue to strengthen the roles of the Queenstown Trails Partners program and Friends of the Trust in contributing to sustainable management and funding.</p>	<p>Community and business support to ensure the trails are of a world-class standard and for future development.</p>
<p>Undertake regular monitoring of trail users.</p>	<p>Ensure the world-class standards of the Queenstown Trail 'Great Ride' status is upheld.</p>



Years 7-10

ACTION	RATIONALE
Complete the Walter Peak to Kinloch trail	Connection to Around the Mountains a sister-Great Ride to promote multi-day ride opportunities for both trails and provide a new opportunity for domestic and international tourism.
Continue to maintain all existing trails to a world class standard and conduct annual WOF audit.	Ensure the Queenstown Trail is of a world-class standard.
Identify existing public access and work with partner agencies to protect these for future generations.	Maintain future trail development opportunities.
Support community education and awareness programs to: <ul style="list-style-type: none"> ▶ improve safety, reduce conflict and educate people on how to use the trails / roads safely and respectfully ▶ Improve cycling skills, cyclist safety, confidence ▶ improve bike maintenance skills. 	Support community users of trail from a safety and satisfaction perspective and encourage greater use.
Advocate to combine cycling with other forms of transport through infrastructure and facilities including bike racks on buses/boats, bike pumps, E-Bike charging stations.	Queenstown - a town of the future for multi-modal transport options.
Encourage participation in trail use through transport initiatives including: <ul style="list-style-type: none"> ▶ Extending cycling to transport hubs to encourage multi-modal use (i.e. walk to bus, bike to bus) ▶ Supporting increased water-based transport options for ease of getting around the basin (on foot or by bike) ▶ Lobbying for well-connected more direct cycling and walking connections to ensure connectivity 	Queenstown - a town of the future for multi-modal transport options.
Maintain a high quality Queenstown Trails website and appropriate links that promote the trails and encourages pre trip planning and bookings.	Ensure Queenstown Trail is a leading and integral part of the tourism offering in Queenstown and New Zealand.
Update trail itineraries for different markets including multi day itineraries and the promotion of product offerings.	Add value to the visitor experience and encourage participation.
Continue to advocate for cycle lanes on roads.	Ensure Queenstown Trail is a leading and integral part of the tourism offering in Queenstown and New Zealand.
Continue to implement a high quality way finding system and review the location and placement of bollards and other hard infrastructure to ensure user safety.	Ensure greater satisfaction of trail users.
Continue to pursue new funding initiatives.	Ensure world-class standard of the trails.
Continue to strengthen the roles of the Queenstown Trails Partners program and Friends of the Trust in contributing to sustainable management and funding.	Community and business support to ensure the trails are of a world-class standard and for future development.
Continue to build relationships between all parties involved in trail development through regular communication and an annual forum.	Community and business support to ensure the trails are of a world-class standard and for future development.
Undertake regular monitoring of trail users.	Ensure the world-class standards of the Queenstown Trail 'Great Ride' status is upheld.
Review progress on strategy implementation and set new priorities for the next decade.	With the support of the Board of Trustees from the Queenstown Trails Trust to continue to build upon the exceptional network of trails in the Basin and beyond.





Queenstown Basin Trails

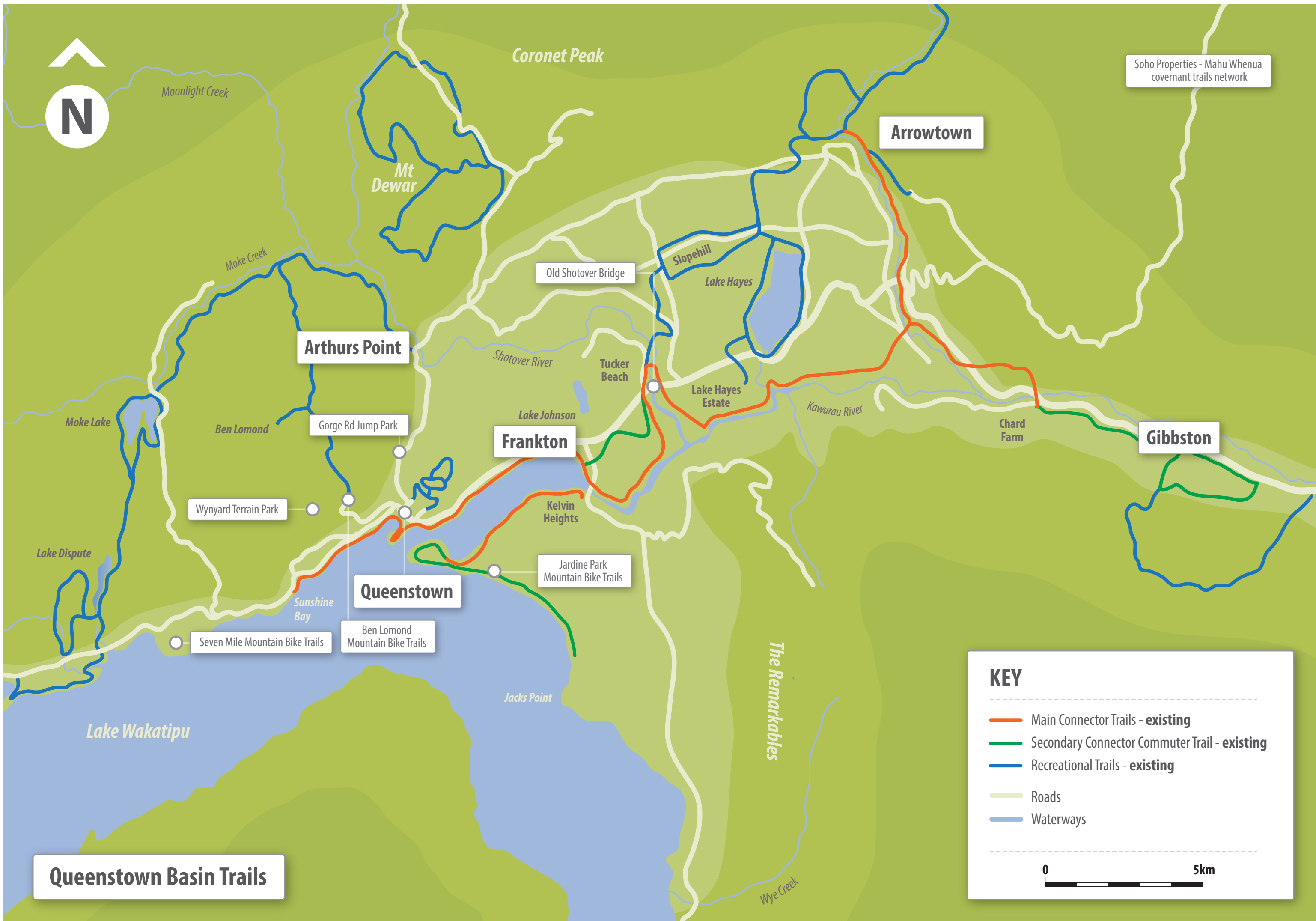
KEY

- Main Connector Trails - **existing**
- Main Connector Trails - **proposed**
- Secondary Connector Commuter Trail - **existing**
- Secondary Connector Commuter Trail - **proposed**
- Recreational Trails - **existing**
- Recreational Trails - **proposed**
- Unformed legal roads
- Roads
- Waterways

0 5km



Soho Properties - Mahu Whenua
covenant trails network



Queenstown Basin Trails

KEY

- Main Connector Trails - **existing**
- Secondary Connector Commuter Trail - **existing**
- Recreational Trails - **existing**
- Roads
- Waterways

0 5km